

RATE CARD/AD SPECS

RATE CARD

		1x	6x	12x	US\$
4-Color	Full Page	3500	3300	3140	
	1/2 Page(Hor. /Ver.)	2300	2200	2090	
	1/3 Page(Hor. /Ver.)	1750	1650	1570	
2-Color	Full Page	2750	2610	2490	
	1/2 Page(Hor. /Ver.)	1800	1710	1620	
	1/3 Page(Hor. /Ver.)	1380	1310	1250	
B&W	Full Page	2100	1980	1880	
	1/2 Page(Hor. /Ver.)	1400	1320	1250	
	1/3 Page(Hor. /Ver.)	1100	1050	950	
Premium Positions*	1x	12x	* Advertisers on a 12x contract prioritized to be served premium positions.		
CV2	4200	3860	● Translation (English to Japanese): \$200 per page or fractional		
Facing CV2 (Pg. 1)	4000	3680	● We prefer ad material supplied as PDFs with PDF/X-1a format option.		
CV3	3800	3500			
CV4	4500	4140			

AD SIZES

W x H	TRIM	BLEED(mm)
Full Page	180 x 255	210 x 280
2 Page Spread	388 x 255	420 x 280
CV4	180 x 255	
1/2 Page Horizontal	180 x 125	
1/2 Page Vertical	85 x 255	
1/3 Page Horizontal	180 x 83	
1/3 Page Vertical	55 x 255	

ONLINE and TARGET MARKETING PROGRAM

Online banner ad

- Leaderboard (728x90 pixels, 30K, gif/jpeg/flash) @\$2000/M
- Page Peel (Peel 900x650 pixels, Dog ear 75x75 pixels, 100K, non animated gif/jpeg/flash) @\$2000/M
- Push Down (Collapsed 970x66 pixels, 60K, Expanded 970x418 pixels, 110K, gif/jpeg/flash) @\$2500/M
- Text Banner (Japanese Character 144) @\$1000/M
- Rectangle 1 (300x250 pixels, 40K, gif/jpeg/flash) @\$1750/M
- Sidekick 1 (Collapsed 300x250 pixels, 40K, Expanded 850x700 pixels, 110K, gif/jpeg/flash) @\$2000/M
- Rectangle 2 (300x250 pixels, 40K, gif/jpeg/flash) @\$1500/M
- Sidekick 2 (Collapsed 300x250 pixels, 40K, Expanded 850x700 pixels, 110K, gif/jpeg/flash) @\$2000/M
- Skyscraper (300x600 pixels, 40K, gif/jpeg/flash) @\$1500/M
- Microsite @\$2500/M
- Withe Paper 3-month Sponsorship Rate @\$1500/M
- minimum contract term: 1 month

e-Newsletter text ad:

- Weekly : Top @\$800 Middle or Bottom: @\$500
● ad spec: Japanese Character 144 + linked URL

e-List rental:

- rental fee @\$1000/M segmentation +@\$100/M
● minimum charge: \$1000

List rental:

- rental fee @\$1000/M* segmentation +@\$100/M
● minimum charge: \$1000*

*postal charge excluded